

**FACTORS WHICH ARE INFLUENCING SILVER JEWELRY
BUYING DECISION OF THAI CONSUMERS IN
SILOM AREA, BANGKOK**



PASSAKORN NAWAWATANASUB

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**FACTORS WHICH ARE INFLUENCING SILVER JEWELRY
BUYING DECISION OF THAI CONSUMERS IN
SILOM AREA, BANGKOK**

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on
August 21, 2016



.....
Mr. Passakorn Nawawatanasub
Candidate

.....
Asst. Prof. Prattana Punnakitikashem,
Ph.D.
Advisor

.....
Assoc. Prof. Roy Kouwenberg,
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Simon Zaby,
Ph.D.
Committee member

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Passakorn Nawawatanasub

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PASSAKORN NAWAWATANASUB 5749223

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASSOC. PROF. ROY KOUWENBERG, Ph.D., SIMON ZABY, Ph.D.

ABSTRACT

This research paper interests to learn factors which are influencing silver jewelry buying decision of Thai consumers in Silom area, Bangkok. The research objectives are to study influencing personal factors such as age, gender, education, occupation, income level, and marital status, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. Second is to study the marketing mix strategy such as price, product, place, and promotion, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. Third is to study the relationship between characteristic factor and silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

This research uses quantitative method in order to approach the respondents of Thai consumers in Silom area, Bangkok. Data were obtained from online questionnaires were usable for this study. There were t-test, One- way ANOVA, and regression analysis. There were 53% female and 47% male. Most respondents were age between 21- 30 years old. Mostly is employee of private sector. 77% have monthly income from 30, 001 Baht and above.

In this research study finds that most consumers prefer to buy ring and prioritize mostly on design. These consumers mostly buy silver jewelry for their personal use. The amount spending of each purchase was less than 3, 000 Baht, including receiving news and information about silver jewelry via internet.

As a result after the data analysis was done, there were 4 factors (product, price, place, promotion) used and they have shown no relationship towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

KEY WORDS: 925 Sterling Silver/ Decision Buying/ Marketing Mix/ Bangkok

61 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	ix
CHAPTER I INTRODUCTION	1
1.1 Research Question	2
1.2 Research Objectives	2
1.3 Scope of the Research	3
1.4 Significance of the study	3
CHAPTER II LITERATURE REVIEW	4
2.1 925 Sterling Silver	4
2.2 Decision Buying	6
2.3 Marketing Mix	9
1.3.1 Product	9
1.3.2 Price	10
1.3.3 Promotion	10
1.3.4 Place	10
2.4 Bangkok	10
2.5 Thai Silver Jewelry: Import and Export Performance	11
2.6 Conceptual Framework	13
CHAPTER III RESEARCH AND METHODS	14
3.1 Target population	14
3.1.1 Population	14
3.1.2 Sample Group	14
2.1.3 Sample Selection	15
2.1.4 Research Design	15
3.2 Data Collection	16

CONTENTS (cont.)

	Page
3.3 Data analysis	16
CHAPTER IV DATA ANALYSIS AND RESEARCH FINDINGS	18
4.1 Demographic data such as gender, age, marital status, educational level, occupatin and monthly income.	18
4.2 Silver Jewelry Buying Behavior of Thai Consumers in Silom Area, Bangkok	21
4.3 Association Between Demographic Such As Gender, Age, Monthly Income And Silver Jewelry Buying Behavior of Thai Consumers in Silom Area, Bangkok.	25
4.4 Multiple Regression Analysis of Silver Jewelry Buying Decision of Thai Consumer In Silom Area, Bangkok	44
4.5 Discussion	45
CHAPTER V CONCLUSION AND LIMITATION	47
5.1 Results	50
5.2 Suggestion	50
5.3 Limitation of the Study	51
5.4 Suggestion for Future Study	51
REFERENCES	52
APPENDICES	54
Appendix A : Questionnaire	55
BIOGRAPHY	61

LIST OF TABLES

Table	Page
2.1 Thailand's Gem and Jewelry Export Value from January to December 2013-2014	12
4.1 Shows gender of the participants	18
4.2 Shows age of the participants	19
4.3 Shows marital status of the participants	19
4.4 Shows an education level of the participants	19
4.5 Shows an occupation of the participants	20
4.6 Shows a monthly income of the participants	20
4.7 Shows types of silver jewelry respondents mostly buy	21
4.8 Shows the priority in buying silver jewelry	21
4.9 Shows the purpose that makes respondents purchase of silver jewelry	22
4.10 Shows the influence person towards silver jewelry buying decision	22
4.11 Shows place of purchase silver jewelry	23
4.12 Shows the frequency of purchase silver jewelry	23
4.13 Shows the spending in buying silver jewelry	24
4.14 Shows channel where respondents get information and news about silver jewelry from	24
4.15 Shows an association between gender and types of silver jewelry respondents mostly buy	25
4.16 Shows an association between gender and factors made respondents mostly prioritize	25
4.17 shows an association between gender and reason to buy silver jewelry	26
4.18 shows an association between gender and most influential person towards silver jewelry buying decision	26
4.19 Shows an association between gender and place of purchase	27

LIST OF TABLES (cont.)

Table	Page
4.20 Shows an association between gender and frequency of purchase silver jewelry per year	27
4.21 Shows an association between gender and amount spend in buying silver jewelry	28
4.22 Shows an association between gender and way which respondents get news and information	29
4.23 Shows an association between age and types of jewelry respondents mostly buy	29
4.24 Shows an association between age and factors that made respondents mostly prioritize	30
4.25 Shows an association between age and reasons make respondents mostly buy silver jewelry	31
4.26 Shows an association between age and most influence person toward silver jewelry buying decision	31
4.27 Shows an association between age and place respondents buy silver jewelry	32
4.28 Shows an association between age and frequency respondents buy silver jewelry	33
4.29 Shows an association between age and value amount respondents spend to buy silver jewelry	34
4.30 Shows an association between age and source where respondents get their news and information about silver jewelry from	35
4.31 Shows an association between monthly income and types of silver jewelry respondents mostly buy	36
4.32 Shows an association between monthly income and factors made respondents mostly prioritize	37

LIST OF TABLES (cont.)

Table	Page
4.33 Shows an association between monthly income and reason to buy silver jewelry	38
4.34 Shows an association between monthly income level and most influential person towards silver jewelry buying decision	39
4.35 Shows an association between monthly income level and place of purchase	40
4.36 Shows an association between monthly income level and frequency respondents buy silver jewelry per year	41
4.37 Shows an association between monthly income level and amount spent on silver jewelry per buy	42
4.38 Shows an association between monthly income and source where respondents get news and information about silver jewelry from	43
4.39 Shows ANOVA result from running multiple linear regressions	44
4.40 Model Summary from running multiple linear regressions	44
4.41 Coefficient Number from running multiple regressions	45

LIST OF FIGURES

Figure	Page
2.1 International Bullion Price from Year 2000-Present	5
2.2 Thailand's Gems and Jewelry Import- Export Value in 2005-2014	11
2.3 Conceptual Framework	13



CHAPTER I

INTRODUCTION

From the past to present, Thai Jewelry Industry has proven itself with the improvement of their ability to compete within the international market, especially those who use precious metal as their major raw material in production. With the dramatic changes in gold price, consumers tend to change their consumption behavior. In the past, consumers buy finished product for gold jewelry as an investment. However, that kind of behavior has changed. Consumers, this day, buy gold as an investment but in a form of gold bar or gold future.

Therefore, this gives an opportunity for sterling silver to be an alternative metal in making jewelry. Though, sterling silver is considered as a second class precious metal, its price is also differing from the old days. The high end designer brands such as Cartier, Gucci, Bvlgari or Chanel are also offering their collections which are made from sterling silver. (Jewelry Art& Design Journal, 2004). However, the lower cost of sterling silver is still much lower in comparison to gold. This unique characteristic of sterling silver lifts up the constraint from designer's ability to create an extravagance design. Therefore, it is an indication of a new future for silver jewelry.

Relating a deep ancient tradition, excellent craftsmanship and modern technology, Thailand's jewelry industry stands out among the world's finest. With natural resources and world class production competency, the country is a leader in innovative design and quality control. Thailand's has a rich history in gems and jewelry. Years ago, Thais drew from their natural artistic talent and started incorporating gemstones like rubies and sapphires resources into jewelry. Gold and silversmiths also began practicing their skills.

As practitioners applied skills handed down through generations, a small house industry formed in various provinces, with the business aspects gradually blending in Bangkok. Overtime, modern advancements in manufacturing techniques helped the country gear up as a global production and trade capital. Today, Thailand's jewelry industry

features more than 1,600 enterprises. The country is the world's no 1 producer of silver jewelry. In Bangkok, the jewelry district offers a high concentration of makers, wholesalers and retailers. Among the district's major areas, Charoenkrung and Silom specialize in design of silver jewelry.

Hence, silver jewelry in Thailand usually starts from a household, then to SME, then to medium size business and reach to be a larger enterprise which is one of the important industries for the country. Silver jewelry has its potential forward not only in Thailand but also in term of exporting abroad. This is because of the quality of Thai workmanship such as designers or delicately skilled silversmiths.

This research paper interests to learn factors which are influencing silver jewelry buying decision of Thai consumers on Silom area, Bangkok. It looks forward to a good understanding of what factors are influencing silver jewelry buying decision of Thai consumers on Silom area, Bangkok. Hopefully, this will be useful for the business owner of silver jewelry, in order to improve their business model and strategy.

1.1 Research Question

What factors are influencing silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

1.2 Research Objectives

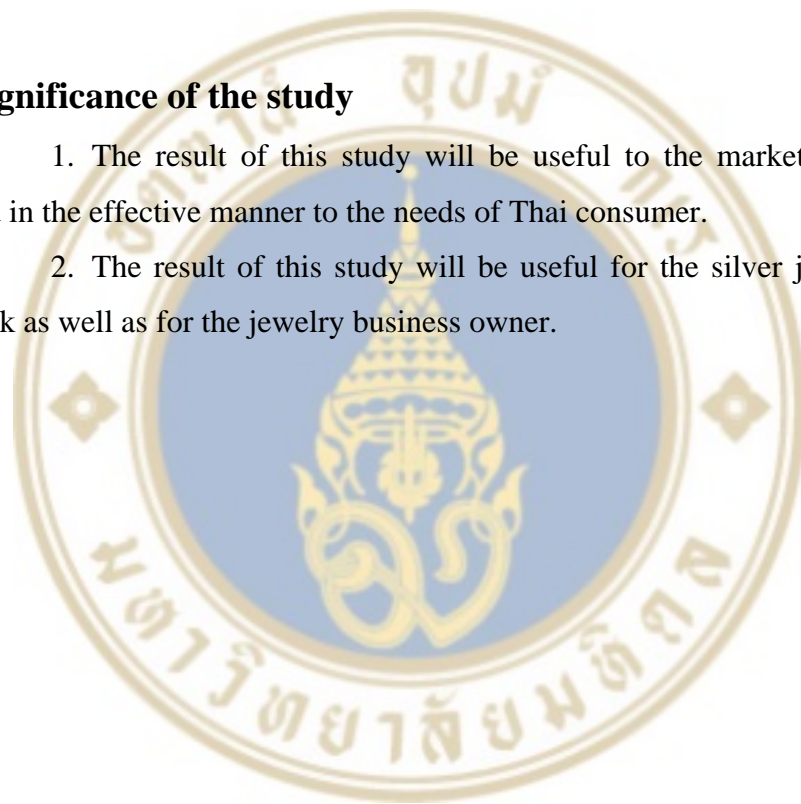
1. To study an influencing personal factors such as age, gender, education, occupation, income level, and marital status, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok.
2. To study the marketing mix strategy such as price, product, place, people and promotion, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok.
3. To study the relationship between characteristic factor and silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

1.3 Scope of the Research

The scope of this research focuses on Thai consumers in Silom area, Bangkok, and the influencing factors on their silver jewelry buying decision. The sample group will be those specifically selected, which is the group of Thai consumer who buy silver jewelry in Silom area, Bangkok. The purposive sampling will focus on the jewelry stores in Bangkok. The convenience sampling will focus by the use of questionnaires to the publics. Importantly, there are variables to pay attention as indicate below.

1.4 Significance of the study

1. The result of this study will be useful to the marketing plan and to respond in the effective manner to the needs of Thai consumer.
2. The result of this study will be useful for the silver jewelry stores in Bangkok as well as for the jewelry business owner.



CHAPTER II

LITERATURE REVIEW

2.1 925 Sterling Silver

Sterling Silver is a white metal which can be easily bend or make as a sheet, which is considered as a precious metal. With a pure 100% silver will be too soft to make as a jewelry. The name “Sterling Silver” comes from name of “Estering”. This is the name of a company called “Eastern Germans”, which King Henry II of England hires to produce the mint in the 12th century.

Since pure silver or 100 percent silver cannot be used in making silver jewelry. As because pure silver is extremely soft and it can be damaged easily. This pure silver can also get very soft, even in conditions of normal temperature. Therefore, 925 silver is used and not the pure form of this precious metal. 925 silver is a standard percentage used by silversmiths.

The method silversmiths use to increase the strength of the metal consists of adding other materials to silver. The life span of the jewels made of silver depends on this process, as problems like softening can make them lose shape. By combining pure silver with alloys, the silversmiths make pieces of jewelry that are more resistant damage.

One of these combinations is known as 925 sterling silver. It is a blending mix obtained from 92.5% silver and 7.5% copper. Copper is not always used by silversmiths and it can be replaced by other metals such as alloy. This is considered the best choice as copper is cheaper than alloys.

By adding copper to silver, silversmiths have managed to obtain a highly reliable alloy that is successfully used in the jewelry industry. The combination is very popular as the silver craftsmen can make earrings, rings, bracelets and other pieces of silver jewelry, knowing that their work will be resistant and durable.

Silver jewelry such as ring, bracelet, necklace, earrings seem to have an upward trend, because of its light and shiny color. Silver jewelry is one of the alternative metal that do not give allergy to our skin. Therefore, consumers can wear them without any worries.

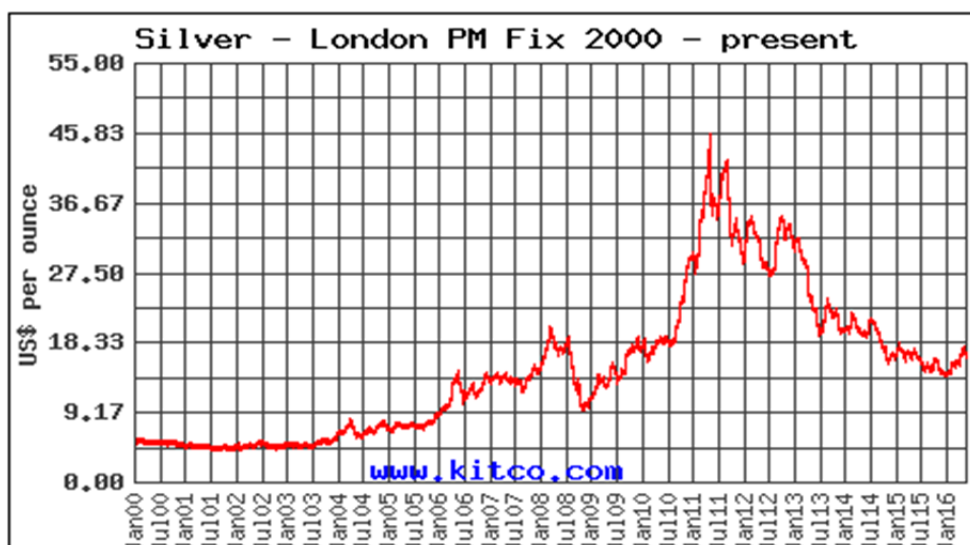


Figure 2.1 International Bullion Price from Year 2000-Present

Source: Historical Chart: Silver (2016)

In regards to the chart above, silver price has been steady from Year 2000 until 2004. However, the price has dramatically increased starting around 2005 until present. This shows that silver is a new gold (The Telegraph: Finance, 2012).

However, from the current situation, the industry is facing a risk. The fluctuating price of silver raw material with high percentage change. From the chart above, in 2011, the average silver price jump up to 65 percent from July 2010. Hence, the price was at about USD18.33 per ounce, but up to about USD27.50 per ounce by January 2011. However, the price of raw materials has lower level of movement as it does now, it may cause a positive effect on the demand in jewelry consumption in the market.

From the point of view of the major producer of silver jewelry, many see that the popularity of silver jewelry is a short term fashion demand. However, it becomes now a classic demand in the market. As above mentioned of the competitive price; this makes sterling silver jewelry to be demanded in the market. Hence, silver jewelry is flexible. It can be used to make as high-end jewelry as well as a costume jewelry.

Sterling silver jewelry is suitable for everyone, especially the ladies; who prefer affordable price jewelry and those who like to change very often. Teenager is the main consumers of the sterling silver jewelry. They are those who like to try new

things and like to change very often as well. More men also wear jewelry. This day men wear ring, as well as cufflinks which made from sterling silver as well.

In regards, the domestic market for sterling silver jewelry; it is categorised as an inferior goods, and depends on the level of customer satisfaction. Most consumers are those with middle income and foreign tourists. Places to find sterling silver jewelry are Chiang Mai, Department Stores in Bangkok, Jatuchak Weekend Market, and Silom. International Market, the United States of America is the biggest exporting market of Thai sterling silver jewelry. This is because of their popularity and buying power. Thai silver jewelry shares about 22% of the market, second to China. Japan is the third biggest market for Thai silver jewelry, and the biggest market in Asia for Thailand.

2.2 Decision Buying

Scott, Vinson, & Lamont (1997) “For some time it had been understood that different value orientations cause variations in preferences for products and brands”. Values of both consumers and marketers are differ by their culture and background. Since the core of marketing is to deliver value to the customer, therefore, company needs to understand this logic.

There are complex internal and external forces influence consumer choices. These forces together with a company’s marketing activities affect the purchasing decision process.

Internal forces affecting consumer choices are personal attributes and psychological attributes. Personal attributes are the concept of self, personality, and identity which are centric to the buying behavior of consumer. This personal attributes are, sometimes, being referred as demographics. The American Heritage Online Dictionary (Marshall & Johnston, 2010) defines as “The characteristics of human populations and population segments, especially when used to identify consumer markets.” Personal attributes such as age, education level, occupation, income, lifestyle and gender play critical role in consumer decision making, affecting information search, as well as product choices and decision. For example, purchase behavior is shaped by an individual’s stage of life, and with specific aspects of the marketing mix change from one generation to the next. Changes in life cycle formed an individual’s buying habits. Occupation is

the second entry for this personal attributes. People are often and likely influenced by their work environment. Within this peer pressure, individuals develop similar interests and purchase behaviors.

In regards to psychological attributes, on the other hand, buying behavior is learned in the context of a particular social system. This includes learning, personality, perception, attitude and motivation. Firstly, (Marshall & Johnston, 2010) define “Learning as any change in the content or organization of long term memory or behavior. Most behaviors from consumer is learned through their life experiences, personal characteristics, and relationships.”

Secondly, personality is broadly defined as the sum of characteristics of being a person. On other hand, the definitions of personality in decision buying behavior as those who have distinct personalities that influence their buying behavior. (Church, 2006) “The person’s distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his or her environment.”

Thirdly, (Marshall & Johnston, 2010) “perception drives attitudes, beliefs, motivation and behavior. Since each individual’s perception is unique, everyone’s perceptual response to the same reality is vary”. This is because an individual’s perception is their reality. In other word, perception is of what a picture depicts. People learn the systems of seeing, and these systems are formed by the social environments that teach them what to look at and how to look.

Fourthly, an attitude, which is defined by (Fishbein & Ajzen, 1975) as a “learned predisposition to respond to an object or class of objects in a consistently favourable or unfavourable way.” Therefore, attitudes are learned and influenced by new information. Attitudes can also be positive or negative.

Lastly, (Cardwell, 2000) motivation can be defined as the internal state of an organism that drives it to behave in a certain way. There are 3 types of motivation. The first is so- called primary drives. It is psychological which underline the importance to the organism. Second is so-called external drives. This is a behavior process which drives through learning. Thirdly is to focus on psychological which tend to apply to complex human behaviors.

External forces shape individual wants and behavior, especially the buying decision. There are three factors which have the most significant impact on consumers

buying decision making. The first is cultural factors. People respond to the culture in which they live. People learn from culture as it teaches values and product preferences which affects on perceptions and attitudes. (William, 1991 August) “People across cultures can do the same thing for different reasons or motives, and people in different countries may do different things for the same reasons.” This is because people’s behavior is determined by their surroundings and the context in which they make decisions.

The second factor for the external force is situational factors. This is time sensitive and also difficult to control. It involves with physical surroundings, personal circumstances and time.

The third is social factors. People are affected by various social factors, such as, family, social class, as well as reference group. (Marshall & Johnston, 2010) “Families are the single most important buying group and they influence the consumer choice process. The family unit is the most influential teacher of cultural values.” Also, the social class, it is a ranking of individuals into harmonized groups based on demographic characteristics such as age, education, income and occupation” (Marshall & Johnston, 2010).

Everyday, people make a number of buying decisions. People are choosing products as a result of a decision making process. There are five steps in the process. The first is Problem recognition. Every buying decision made is initiated by a problem. Problems are the result of differences between a person’s real state and preferred state. For example, Someone is thirsty (real state) and wants some drink (preferred state). Once the problem is recognised; then the next step is to search for information. People seek information to simplify the best decision. However, sometimes consumers move from many options to a more restricted awareness set and from there to a final consideration which a decision is made. Then the end result of evaluating alternatives is an intended purchase option. Once the product is purchased, consumers begun to evaluate their decision. There attitude will change as they experience and interact with the product.

In Maslow’s hierachy of human needs, there are 5 hypothesises.

1. Humans have an ever ending needs.
2. Their needs vary.
3. Humans prioritize their needs.
4. Their needs will fade away once humans are satisfy with them.

5. Humans move on to their next need's number as Maslow has sort them into 5 levels.

5.1 Psychological Needs, the basic needs such as food, place to live, medication, and cloths.

5.2 Safety and Security Need such as their job security.

5.3 Social Needs or so called Love Belongingness Need. Humans need to be presence in the society.

5.4 Esteem Needs. This includes self esteem, recognition and status.

5.5 Self Actualization. This is regard to personal achievement.

2.3 Marketing Mix

Marketing Mix is defined by (Kotler & Armstrong, 1996) as a set of controllable marketing tools that a company uses to create a desired respond in the targeted market. This marketing mix is also called 4Ps.

1.3.1 Product

Product is somegood or service that a company offers in the market (Kotler, Armstrong, Wong, & Saunders, 2008). Product is something that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need (Kotler, Armstrong, Saunders, & Wong, 1999). Kotler, Armstrong, Wong, & Saunders (2008) Kotler suggests that a marketer should build an actual product around the core product and then build augmented product around core and actual product. Core Product refers to the problem-solving services or core benefits that customers are getting when they buy some product. On the other hand, actual product refers to a product's parts, level of quality, design, features, brand name, packaging and other features that are combined in order to deliver the core benefits. Augmented product means associating additional benefits and services around the core and actual product.

1.3.2 Price

Price is what a customer have to pay to acquire a product, or cost of a product to a customer. Price is considered to be the most significant factor that affects consumer's choice (Kotler, Armstrong, Saunders, & Wong, 1999)

1.3.3 Promotion

Kotler defines promotion as the activities a company performs in order to communicate to its existing and potential customers. Multiple channels are used to communicate to different parties (Distributors, customers) and different means could be used to do promotion. (Kotler, Armstrong, Saunders, & Wong, 1999)

1.3.4 Place

Place refers to the availability of the product to the targeted customers (Kotler, Armstrong, Saunders, & Wong, 1999).

2.4 Bangkok

Bangkok does represent Thailand, in a confused and complex way, the capital is shaped by ways of life and power structures which have developed in Thai society at large. According to the United Nations, Bangkok has always been the dominant urban center of the country in terms of population of its national urban population (56 percent) of any capital city in the world.

Bangkok continuously gives birth to new social groups, new meanings and symbols, new institutions and fshions. Even the critique of life in Bangkok society as damaged and corrupted is born in the city itself, and can only be understood in reference to the dynamics of change in Bangkok (Korff, 1996).

Over the past decades, Bangkok has been evoked and implicated in debates and commentaries on the questions of social commentaries on the question of social, cultural and economic transformation. Bangkok can be represented in essentially empirical terms, through reference to land uses, population settlement, growth and densities and economic functions. Bangkok is used as a metaphor to represent the metropolis as a socio-spatial phenomenon (Askew, 2002)

2.5 Thai Silver Jewelry: Import and Export Performance

“Thai gem and jewelry export value grew by 3.42 percent while the import value slowed down 48.55 percent with unwrought or semi- manufactured gold and silver, as the main product for both export and import” (Thailand's Gem and Jewelry Import-Export Performance in 2013-2014, 2016).

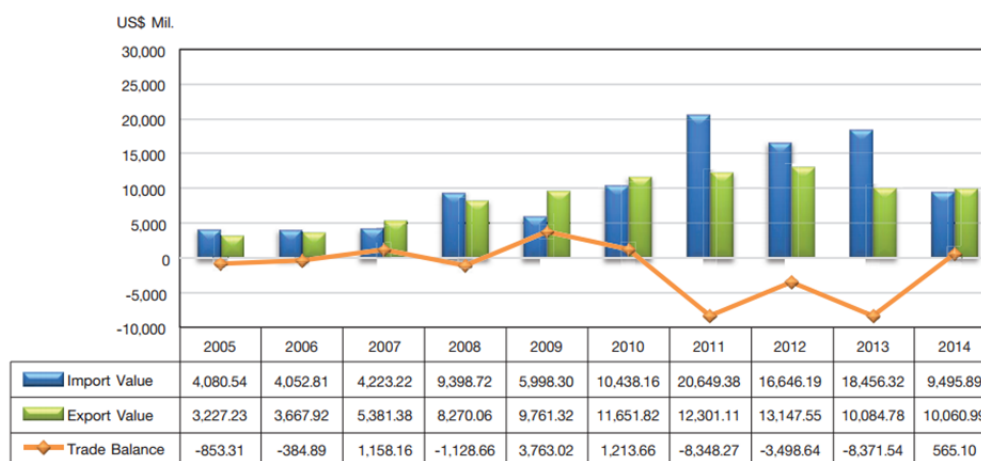


Figure 2.2 Thailand's Gems and Jewelry Import- Export Value in 2005-2014

Source: Thailand's Gem and Jewelry Import- Export Performance in 2013-2014 (2016)

Gem and Jewelry was the third major category of export products, measuring for 4.42 percent of Thailand's total export value. If to focus at Silver Jewelry specifically, it has achieved a steady growth. The main export markets are such the United States, Denmark, Germany and Australia.

Table 2.1 Thailand's Gem and Jewelry Export Value from January to December 2013-2014

Category	Value (Million USD)		Share (Percent)		Change (Percent)
	Jan-Dec 13	Jan-Dec 14	Jan-Dec 13	Jan-Dec 14	
1. Jewelry	3,724.97	3,852.35	36.94	38.29	3.42
1.1 Silver jewelry	1,603.54	1,693.64	15.90	16.83	5.62
1.2 Gold jewelry	1,937.08	1,899.16	19.21	18.88	-1.96
1.3 Platinum jewelry	90.74	109.93	0.90	1.09	21.15
1.4 Others	93.62	149.62	0.93	1.49	59.82
2. Unwrought or Semi-Manufactured Gold	3,272.51	2,779.54	32.45	27.63	-15.06
3. Diamonds	1,675.38	1,836.42	16.61	18.25	9.61
3.1 Rough Diamond	130.44	175.83	1.29	1.75	34.80
3.2 Polished Diamond	1,537.68	1,641.51	15.25	16.32	6.75
3.3 Others	7.25	19.07	0.07	0.19	163.08
4. Colored Stones	756.94	916.69	7.51	9.11	21.10
4.1 Rough Stone	36.76	54.76	0.36	0.54	48.97
4.2 Polished Precious Stone	476.91	566.14	4.73	5.63	18.71
4.3 Polished Semi-Precious Stone	243.27	295.79	2.41	2.94	21.59

Source: Thailand's Gem and Jewelry Import- Export Performance in 2013-2014 (2016)



2.6 Conceptual Framework

Conceptual framework of Silver Jewelry Decision Buying Behavior of Thai Consumers on Silom area, Bangkok.

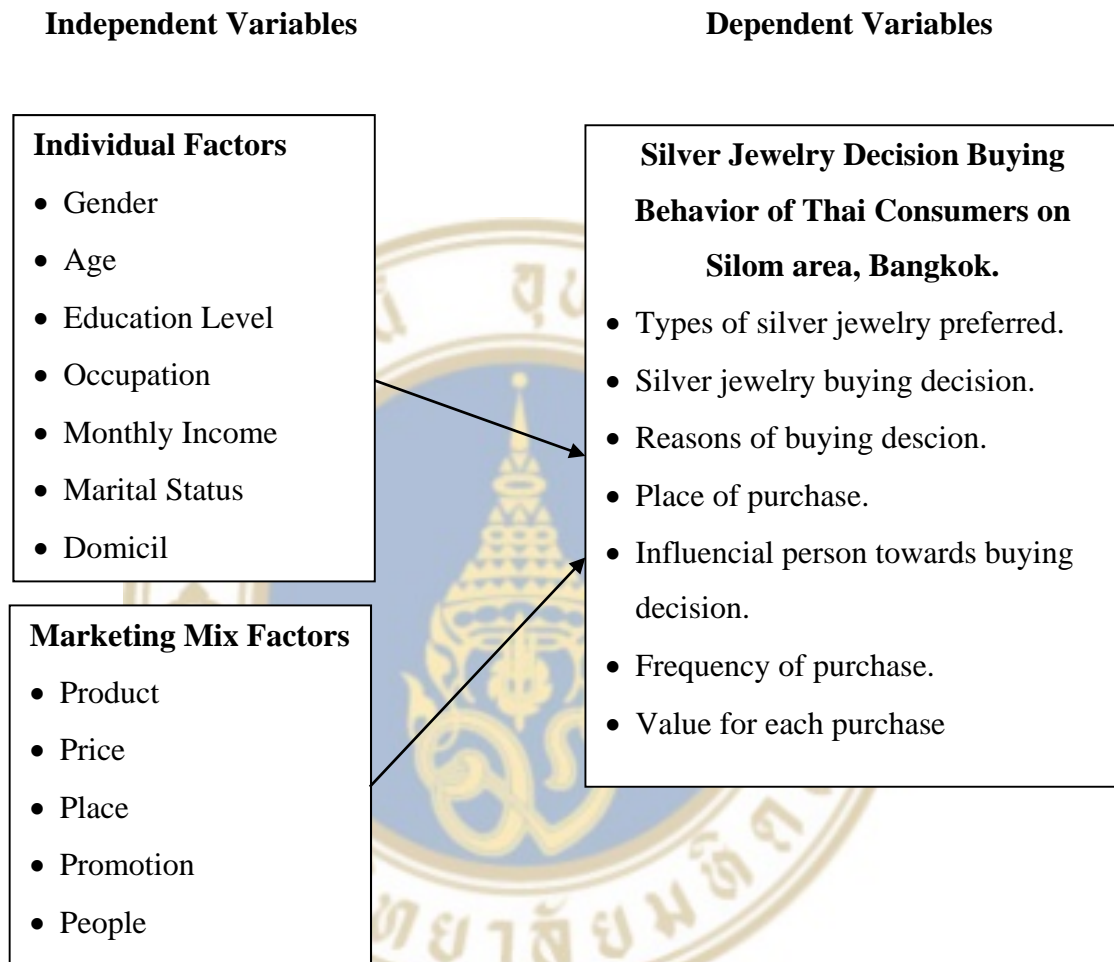


Figure 2.3 Conceptual Framework

CHAPTER III

RESEARCH AND METHODS

This paper is to find factors influencing silver jewelry buying decision of Thai consumers on Silom area, Bangkok. In order to do so, there are procedures to follow.

1. Target Population
2. Data Collection

3.1 Target population

3.1.1 Population

This will be those Thai consumers on Silom area who buy silver jewelry in Bangkok.

3.1.2 Sample Group

The sample group in this research paper is Thai consumers on Silom area who buy silver jewelry in Bangkok. Taro Yamane sample size, purposive and convenience sampling will be used. This will be done by setting up the 90% confidence level with 200 sample populations.

Cochran (1963) Cochran develops the formula to measure the large sample group as following:

$$N = \frac{P(1-P)Z^2}{e^2}$$

The probability sample is set to be 0.10; the confidence level is 90%; and the standard error is 0.10. This will give us the size of sample group of 200 units.

N = Sample group

P = Selected sample group

Z = Confidence level (Z is equivalent to 1.96 or 90% confidence level)

E = Standard error

2.1.3 Sample Selection

Convenience Sampling. This is to giving out questionnaires to general public of Thai consumers, via online survey.

2.1.4 Research Design

Set of questionnaires will be used as a tool for this research. However, the questionnaire will be formed in Thai. This will be more convenience for all education level of respondents. Content analysis method will be used to analyze the data, to generate the results for further conclusion and suggestion. The questionnaire will be put into 3 parts.

Part 1 will focus on the personal details of the respondents. There will be 6 questions as following:

1. Gender
2. Age
3. Marital Status
4. Education Level
5. Occupation
6. Monthly Income

Part 2 will focus about the information of silver jewelry buying behavior of participants which are Silver Jewelry Buying Decision of Thai Consumers in Silom area, Bangkok. There will be 8 questions in this part as following:

1. Types of silver jewelry participants mostly buy.
2. Factors which are mostly prioritize.
3. Reasons to buy silver jewelry.
4. Influential person towards silver jewelry buying decision.
5. Preferred place to buy silver jewelry.
6. Frequency participants buy silver jewelry per year.
7. Amount of spending in each buy of silver jewelry.

8. Information about silver jewelry.

Part 3 will focus on the marketing mix which is Silver Jewelry Buying Decision of Thai Consumers on Silom area, Bangkok.

There will be 26 questions that use a Likert rating scale with 5 levels of scoring.

Highest Level of Agreement	Ranking = 5
High Level of Agreement	Ranking = 4
Mid Level of Agreement	Ranking = 3
Low Level of Agreement	Ranking = 2
Lowest Level of Agreement	Ranking = 1

Then, these score rankings will be analysed by interval scaling:

$$\begin{aligned}
 &= (\text{Highest Ranking} - \text{Lowest Ranking}) / \text{Class Interval} \\
 &= (5-1)/5 \\
 &= 0.8
 \end{aligned}$$

Average score ranking will be as following:

Average Ranking 4.50 – 5.00	= Highest Level of Agreement
Average Ranking 3.50 – 4.49	= High Level of Agreement
Average Ranking 2.50 – 3.49	= Mid Level of Agreement
Average Ranking 1.50 – 2.49	= Low Level of Agreement
Average Ranking 1.00 – 1.49	= Lowest Level of Agreement

3.2 Data Collection

The questionnaires will be send out to the general public, specifically only to Thai citizens on Silom area, Bangkok. This will diversify the data from many lifestyles of the corespondents.

3.3 Data analysis

1. Data were determined by the computer program, SPSS for Windows by presenting the findings.

2. One-way Anova was used to find the relationship between 2 variances; dependent (silver jewelry buying decision of Thai consumers in Silom area, Bangkok) and independent (marketing mix factors; product, price, place and promotion).

3. Multiple regression was used to predict of two variables, dependents (silver jewelry buying decision of Thai consumers in Silom area, Bangkok) and independent (marketing mix factors; product, price, place and promotion). This research uses multiple regression to understand whether marketing mix factors (product, price, place, promotion) can be predicted the buying decision.



CHAPTER IV

DATA ANALYSIS AND RESEARCH FINDINGS

In this data analysis, presentation and discussion of the findings of the silver jewelry buying decision of Thai consumers in Silom area, Bangkok; data were obtained from online questionnaires, a total of 118 out of 200 questionnaires were received, however, only 116 questionnaires were usable for this study and met the required inclusion criterion. This represented 58% of the expected population.

Data were determined by the computer program, SPSS for Windows by presenting the findings in the description below.

1. The first section comprises of demographic data such as gender, age, marital status, educational level, occupation and monthly income.
2. The second section comprises of silver jewelry buying behavior of Thai consumers in Silom area, Bangkok.
3. The third section comprises marketing mix factors in silver jewelry buying decision.
4. Results of the silver jewelry buying decision of Thai consumers in Silom area, Bangkok comprise of gender, age and monthly income.

4.1 Demographic data such as gender, age, marital status, educational level, occupatin and monthly income.

There are 6 checklist questions.

Table 4.1 Shows gender of the participants

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	46.6	46.6	46.6
	Female	62	53.4	53.4	100.0
	Total	116	100.0	100.0	

According to Table 4.1, most of the participants are female, which is 53.40% and the rest were male, which is 46.60%.

Table 4.2 Shows age of the participants

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 years old	64	55.2	55.2	55.2
	31-40 years old	49	42.2	42.2	97.4
	41-50 years old	2	1.7	1.7	99.1
	50 years old +	1	.9	.9	100.0
	Total	116	100.0	100.0	

According to Table 4.2, most of the participants are 21-30 years old, which is 55.20%; and 31-40 years old which is 42.2%. The least number of age group is 50 years old and above, which is 0.71%.

Table 4.3 Shows marital status of the participants

	Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	101	87.1	87.1	87.1
	Married	15	12.9	12.9	100.0
	Total	116	100.0	100.0	

According to Table 4.3 shows marital status of the participants. There are 87.1% of single status and 12.9% are married.

Table 4.4 Shows an education level of the participants

	Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	1	.9	.9	.9
	Bachelor Degree	50	43.1	43.1	44.0
	Higher than Bachelor degree	65	56.0	56.0	100.0
	Total	116	100.0	100.0	

According to Table 4.4, most respondents were holding higher than bachelor degree, which is 56%, and bachelor degree is 43.1%. The lowest number for education level is secondary school at 0.90%.

Table 4.5 Shows an occupation of the participants

	Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	8	6.9	6.9	6.9
	Employee of State Enterprise	10	8.6	8.6	15.5
	Public Servant	7	6.0	6.0	21.6
	Employee of Private Sector	67	57.8	57.8	79.3
	Self-Employ/ Business Owner	18	15.5	15.5	94.8
	Others	6	5.2	5.2	100.0
	Total	116	100.0	100.0	

According to Table 4.5, most participants are the employee of the private sector, which is 57.8% and 15.5% are self-employ/ business owner.

Table 4.6 Shows a monthly income of the participants

	Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below or equivalent to 9,000 Baht	1	.9	.9	.9
	9,001-15,000 Baht	9	7.8	7.8	8.6
	15,001-20,000 Baht	6	5.2	5.2	13.8
	20,001-25,000 Baht	17	14.7	14.7	28.4
	From 30,001 Baht and above	83	71.6	71.6	100.0
	Total	116	100.0	100.0	

According to Table 4.6, most respondents have average income at 30,001 Baht and above, which are 71.6% and 20,001-25,000 Baht is at 14.7%. The lowest number of income level is below or equivalent to 9, 000 Baht, which is 0.90%.

4.2 Silver Jewelry Buying Behavior of Thai Consumers in Silom Area, Bangkok

There are checklist questions regard to the silver jewelry buying behavior of Thai consumers in Silom area, Bangkok.

Table 4.7 Shows types of silver jewelry respondents mostly buy

Types of silver jewelry you mostly buy		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ring	47	40.5	40.5	40.5
	Earring	37	31.9	31.9	72.4
	Necklace	12	10.3	10.3	82.8
	Bracelet	17	14.7	14.7	97.4
	Bangle	3	2.6	2.6	100.0
	Total	116	100.0	100.0	

According to Table 4.7, most respondents prefer to buy ring than other types of jewelry, which is 40.5% and least buy is bangle; which is 2.6%.

Table 4.8 Shows the priority in buying silver jewelry

Factors made you mostly prioritize		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	31	26.7	26.7	26.7
	Design	74	63.8	63.8	90.5
	Price	11	9.5	9.5	100.0
	Total	116	100.0	100.0	

According to Table 4.8, most respondents prioritize the design as the most important factor, which is 63.8% and the least concern factor is price; which is 9.5%.

Table 4.9 Shows the purpose that makes respondents purchase of silver jewelry

Reasons make you mostly buy silver jewelry		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal Use	82	70.7	70.7	70.7
	Souvenirs	6	5.2	5.2	75.9
	as a gift for others	27	23.3	23.3	99.1
	Personal Collection	1	.9	.9	100.0
	Total	116	100.0	100.0	

According to Table 4.9, most respondents make their purchase of silver jewelry for their personal use, which is 70.7%. The least number in the purpose of purchase is for personal collection, which is 0.90%.

Table 4.10 Shows the influence person towards silver jewelry buying decision

Most influence person towards your silver jewelry buying decision		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self decision	83	71.6	71.6	71.6
	Parents	6	5.2	5.2	76.7
	Siblings	1	.9	.9	77.6
	Friends	4	3.4	3.4	81.0
	Husband/ Wife	3	2.6	2.6	83.6
	Boyfriend/ Girlfriend	19	16.4	16.4	100.0
	Total	116	100.0	100.0	

According to Table 4.10, most influence person towards silver jewelry buying decision is self decision, which is 71.6%.

Table 4.11 Shows place of purchase silver jewelry

Where do you normally buy your silver jewelry?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Department store	32	27.6	27.6	27.6
	Weekend market (I.E. Jatuchak Market)	22	19.0	19.0	46.6
	Street side store	8	6.9	6.9	53.4
	Online	51	44.0	44.0	97.4
	Jewelry Store	3	2.6	2.6	100.0
	Total	116	100.0	100.0	

According to Table 4.11, most respondents prefer to buy silver jewelry online, which is 44%, and least in number is the jewelry store, which is 2.6%.

Table 4.12 Shows the frequency of purchase silver jewelry

How often do you buy silver jewelry per year?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 times per year	84	72.4	72.4	72.4
	3-5 times per year	18	15.5	15.5	87.9
	6-8 times per year	9	7.8	7.8	95.7
	9 times and above per year	5	4.3	4.3	100.0
	Total	116	100.0	100.0	

According to Table 4.12, most respondents buy silver jewelry less than 3 times per year, which is 72.4%, and there are 4.3% for those who buy 9 times and more per year.

Table 4.13 Shows the spending in buying silver jewelry

How much do you normally spend in buying silver jewelry?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3,000 Baht per buy	66	56.9	56.9	56.9
	3,000 – 5,000 Baht per buy	21	18.1	18.1	75.0
	5,001 – 10,000 Baht per buy	14	12.1	12.1	87.1
	10,001 – 15,000 Baht per buy	5	4.3	4.3	91.4
	15,001 Baht per buy	10	8.6	8.6	100.0
	Total	116	100.0	100.0	

According to Table 4.13, respondents spend less than 3,000 Baht per buy, which is 56.9%; and the very least number is to spend 10,0001-15,000 Baht per buy.

Table 4.14 Shows channel where respondents get information and news about silver jewelry from

Where do you get news and information about gems and silver jewelry?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product Catalog	13	11.2	11.2	11.2
	Television	1	.9	.9	12.1
	Magazine	7	6.0	6.0	18.1
	Billboard	1	.9	.9	19.0
	Internet/ Website	46	39.7	39.7	58.6
	Silver Jewelry Store	42	36.2	36.2	94.8
	Gems and Jewelry Fair	6	5.2	5.2	100.0
	Total	116	100.0	100.0	

According to Table 4.14, most respondents get information and news about silver jewelry from Internet and Website, which is 39.7%, and 0.90% of respondent get information and news from Billboard and Television.

4.3 Association Between Demographic Such As Gender, Age, Monthly Income And Silver Jewelry Buying Behavior of Thai Consumers in Silom Area, Bangkok.

Table 4.15 Shows an association between gender and types of silver jewelry respondents mostly buy

Crosstab								Pearson Chi-Square P = 0.00*
Gender		Types of silver jewelry you mostly buy.					Total	
		Ring	Earring	Necklace	Bracelet	Bangle		
Male	Count	30	2	7	12	3	54	
	% within Gender	55.6%	3.7%	13.0%	22.2%	5.6%	100.0%	
Female	Count	17	35	5	5	0	62	
	% within Gender	27.4%	56.5%	8.1%	8.1%	0.0%	100.0%	
Total	Count	47	37	12	17	3	116	
	% within Gender	40.5%	31.9%	10.3%	14.7%	2.6%	100.0%	

*(A p-value of <0.05 denotes significance)

According to Table 4.15, types of silver jewelry respondents mostly buy can be shown per gender as following.

Male prefers to buy mostly ring, which 55.6%, then 22.2% for bracelet and is at very least is earring, which is 3.7%.

Female prefers to buy mostly earring, which is 56.5%, then none for the bracelet.

Table 4.16 Shows an association between gender and factors made respondents mostly prioritize

Crosstab						Pearson Chi-Square P = .853*
Gender		Factors made you mostly prioritize.				
		Quality	Design	Price	Total	
Male	Count	14	34	6	54	
	% within Gender	25.9%	63.0%	11.1%	100.0%	
Female	Count	17	40	5	62	
	% within Gender	27.4%	64.5%	8.1%	100.0%	
Total	Count	31	74	11	116	
	% within Gender	26.7%	63.8%	9.5%	100.0%	

*(A p-value of <0.05 denotes significance)

According to Table 4.16, factors made respondents mostly prioritize can be shown per gender as following:

Male prioritizes design more than anything else, which is 63.0%.

Female prioritizes design more than anything else, which is 64.5%.

Table 4.17 shows an association between gender and reason to buy silver jewelry

Crosstab							Pearson Chi- Square P = .00*
Gender		Reasons make you mostly buy silver jewelry.					
		Personal Use	Souvenirs	as a gift for others	Personal Collection	Total	
Male	Count	27	3	23	1	54	
	% within Gender	50.0%	5.6%	42.6%	1.9%	100.0%	
Female	Count	55	3	4	0	62	
	% within Gender	88.7%	4.8%	6.5%	0.0%	100.0%	
Total	Count	82	6	27	1	116	
	% within Gender	70.7%	5.2%	23.3%	0.9%	100.0%	

*(A p-value of <0.05 denotes significance)

According to Table 4.17, reason to buy can be shown per gender as following:

Male mostly buys silver jewelry for personal use, which is 50%.

Female mostly buys silver jewelry for personal use, which is 88.7%.

Table 4.18 shows an association between gender and most influential person towards silver jewelry buying decision

Crosstab								Pearson Chi- Square P = .002*
Gender		Most influence person towards your silver jewelry buying decision.						
		Self-decision	Parents	Siblings	Friends	Husband/Wife	Boyfriend/Girlfriend	
Male	Count	32	1	0	2	3	16	
	% within Gender	59.3%	1.9%	0.0%	3.7%	5.6%	29.6%	
Female	Count	51	5	1	2	0	3	
	% within Gender	82.3%	8.1%	1.6%	3.2%	0.0%	4.8%	
Total	Count	83	6	1	4	3	19	
	% within Gender	71.6%	5.2%	0.9%	3.4%	2.6%	16.4%	

*(A p-value of <0.05 denotes significance)

According to Table 4.18, most influential person can be shown per gender as following:

Male mostly make their own decision to buy, which is 59.3%.

Female mostly make their own decision to buy, which is 82.3%.

Table 4.19 Shows an association between gender and place of purchase

Crosstab							
Gender		Where do you normally buy your silver jewelry?					Pearson Chi- Square P = .071*
		Department store	Weekend market (I.E. Jatuchak Market)	Street side store	Online	Jewelry Store	
Male	Count	18	10	1	22	3	
	% within Gender	33.3%	18.5%	1.9%	40.7%	5.6%	
Female	Count	14	12	7	29	0	
	% within Gender	22.6%	19.4%	11.3%	46.8%	0.0%	
Total	Count	32	22	8	51	3	
	% within Gender	27.6%	19.0%	6.9%	44.0%	2.6%	

*(A p-value of <0.05 denotes significance)

According to Table 4.19, place of purchase can be shown per gender as following:

Male mostly purchase their silver jewelry from online, which is 33.30%.

Female mostly purchase their silver jewelry from online, which is 46.80%.

Table 4.20 Shows an association between gender and frequency of purchase silver jewelry per year

Crosstab							
Gender		How often do you buy silver jewelry per year?				Total	Pearson Chi- Square P = .009
		Less than 3 times per year	3 – 5 times per year	6 – 8 times per year	9 times and above per year		
Male	Count	47	5	1	1	54	
	% within Gender	87.0%	9.3%	1.9%	1.9%	100.0%	
Female	Count	37	13	8	4	62	
	% within Gender	59.7%	21.0%	12.9%	6.5%	100.0%	
Total	Count	84	18	9	5	116	
	% within Gender	72.4%	15.5%	7.8%	4.3%	100.0%	

According to Table 4.20, frequency of purchase can be shown per gender as following:

Male mostly purchase silver jewelry less than 3 times per year, which is 87.0%.

Female mostly purchase silver jewelry less than 3 times per year, which is 59.7%.

Table 4.21 Shows an association between gender and amount spend in buying silver jewelry

Gender		Crosstab					Pearson Chi- Square P = .039
		How much do you normally spend in buying silver jewelry?					
		Less than 3,000 Baht per buy	3,000 – 5,000 Baht per buy	5,001 – 10,000 Baht per buy	10,001 – 15,000 Baht per buy	15,001 Baht per buy	
Male	Count	23	12	8	3	8	
	% within Gender	42.6%	22.2%	14.8%	5.6%	14.8%	
Female	Count	43	9	6	2	2	
	% within Gender	69.4%	14.5%	9.7%	3.2%	3.2%	
Total	Count	66	21	14	5	10	
	% within Gender	56.9%	18.1%	12.1%	4.3%	8.6%	

According to Table 4.21, value amount of purchase can be shown per gender as following:

Male spend mostly less than 3,000 Baht per buy, which is 42.6%.

Female spend mostly less than 3,000 Baht per buy, which is 69.4%.

Table 4.22 Shows an association between gender and way which respondents get news and information

Crosstab							
Gender		Where do you get news and information about gems and silver jewelry?					Pearson Chi-Square P = .335
		Product Catalog	Television	Magazine	Billboard	Internet/Website	
Male	Count	5	1	2	1	21	
	% within Gender	9.3%	1.9%	3.7%	1.9%	38.9%	
Female	Count	8	0	5	0	25	
	% within Gender	12.9%	0.0%	8.1%	0.0%	40.3%	
Total	Count	13	1	7	1	46	
	% within Gender	11.2%	0.9%	6.0%	0.9%	39.7%	

According to Table 4.22, ways which respondents get news and information can be shown per gender as following:

Male mostly get news and information about silver jewelry from Internet/Website, which is 38.9%.

Female mostly get news and information about silver jewelry from Internet/ Website, which is 40.3%.

Table 4.23 Shows an association between age and types of jewelry respondents mostly buy

Crosstab								
Age		Types of silver jewelry you mostly buy.					Total	Pearson Chi-Square P = .943
		Ring	Earring	Necklace	Bracelet	Bangle		
21 – 30 years old	Count	26	21	7	8	2	64	
	% within Age	40.6%	32.8%	10.9%	12.5%	3.1%	100.0%	
31-40 years old	Count	18	16	5	9	1	49	
	% within Age	36.7%	32.7%	10.2%	18.4%	2.0%	100.0%	
41-50 years old	Count	2	0	0	0	0	2	
	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
50 years old +	Count	1	0	0	0	0	1	
	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
Total	Count	47	37	12	17	3	116	
	% within Age	40.5%	31.9%	10.3%	14.7%	2.6%	100.0%	

According to Table 4.23, types of silver jewelry respondents mostly buy can be shown by age group as following:

Age between 21-30 years old, mostly prefer to buy ring, which is 40.6%.

Age between 31-40 years old, mostly prefer to buy ring, which is 36.7%.

Age between 41-50 years old, mostly prefer to buy ring, which is 100%.

Age between 50+ years old, mostly prefer to buy ring, which is 100%.

Table 4.24 Shows an association between age and factors that made respondents mostly prioritize

Crosstab						
Age		Factors made you mostly prioritize.			Total	Pearson Chi-Square P = .014
		Quality	Design	Price		
21 – 30 years old	Count	19	42	3	64	
	% within Age	29.7%	65.6%	4.7%	100.0%	
31 – 40 years old	Count	12	31	6	49	
	% within Age	24.5%	63.3%	12.2%	100.0%	
41 – 50 years old	Count	0	1	1	2	
	% within Age	0.0%	50.0%	50.0%	100.0%	
50 years old +	Count	0	0	1	1	
	% within Age	0.0%	0.0%	100.0%	100.0%	
Total	Count	31	74	11	116	
	% within Age	26.7%	63.8%	9.5%	100.0%	

According to Table 4.24, factors that made respondent prioritize can be shown by age group as following:

Age between 21-30 years old; mostly prioritize on design, which is 65.6%.

Age between 31-40 years old; mostly prioritize both on design, which is 63.3%

Age between 41-50 years old; mostly prioritize on design and price, which are 50% and 50%.

Age between 50+ years old; mostly prioritize on price, which is 100%.

Table 4.25 Shows an association between age and reasons make respondents mostly buy silver jewelry

Crosstab							
Age		Reasons make you mostly buy silver jewelry.				Total	Pearson Chi-Square P = .930
		Personal Use	Souvenirs	as a gift for others	Personal Collection		
21-30 years old	Count	42	3	18	1	64	
	% within Age	65.6%	4.7%	28.1%	1.6%	100.0%	
31-40 years old	Count	37	3	9	0	49	
	% within Age	75.5%	6.1%	18.4%	0.0%	100.0%	
41-50 years old	Count	2	0	0	0	2	
	% within Age	100.0%	0.0%	0.0%	0.0%	100.0%	
50 years old +	Count	1	0	0	0	1	
	% within Age	100.0%	0.0%	0.0%	0.0%	100.0%	
Total	Count	82	6	27	1	116	
	% within Age	70.7%	5.2%	23.3%	0.9%	100.0%	

According to Table 4.25, reasons that make respondents buy silver jewelry can be shown by age group as following:

Age between 21-30 years old; mostly for personal use, which is 65.6%.

Age between 31-40 years old; mostly for personal use, which is 75.5%

Age between 41-50 years old; mostly for personal use, which is 100%.

Age between 50 + years old; mostly for personal use, which is 100%.

Table 4.26 Shows an association between age and most influence person toward silver jewelry buying decision

Crosstab								
Age		Most influence person towards your silver jewelry buying decision						Pearson Chi-Square P = .275
		Self-decision	Parents	Siblings	Friends	Husband/Wife	Boyfriend/Girlfriend	
21-30 years old	Count	45	5	0	2	1	11	
	% within Age	70.3%	7.8%	0.0%	3.1%	1.6%	17.2%	
31-40 years old	Count	36	1	1	1	2	8	
	% within Age	73.5%	2.0%	2.0%	2.0%	4.1%	16.3%	
41-50 years old	Count	1	0	0	1	0	0	
	% within Age	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	

Table 4.26 Shows an association between age and most influence person toward silver jewelry buying decision (cont.)

Age		Crosstab						Pearson Chi-Square P = .275
		Most influence person towards your silver jewelry buying decision						
		Self-decision	Parents	Siblings	Friends	Husband/Wife	Boyfriend/Girlfriend	
50 years old +	Count	1	0	0	0	0	0	
	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total	Count	83	6	1	4	3	19	
	% within Age	71.6%	5.2%	0.9%	3.4%	2.6%	16.4%	

According to Table 4.26, most influence person toward silver jewelry buying decision can be shown by age group as following:

Age between 21-30 years old; mostly make their own decision, which is 70.3%.

Age between 31-40 years old; mostly make their own decision, which is 73.5%

Age between 41-50 years old; mostly make their own decision and by friends, which are 50% and 50%

Age between 50 + years old mostly make their own decision; which is 100%.

Table 4.27 Shows an association between age and place respondents buy silver jewelry

Age		Crosstab					Pearson Chi-Square P = .898
		Where do you normally buy your silver jewelry?					
		Department store	Weekend market (I.E. Jatuchak Market)	Street side store	Online	Jewelry Store	
21-30 years old	Count	18	11	3	30	2	
	% within Age	28.1%	17.2%	4.7%	46.9%	3.1%	
31-40 years old	Count	14	11	5	18	1	
	% within Age	28.6%	22.4%	10.2%	36.7%	2.0%	
41-50 years old	Count	0	0	0	2	0	
	% within Age	0.0%	0.0%	0.0%	100.0%	0.0%	
50 years old +	Count	0	0	0	1	0	
	% within Age	0.0%	0.0%	0.0%	100.0%	0.0%	
Total	Count	32	22	8	51	3	
	% within Age	27.6%	19.0%	6.9%	44.0%	2.6%	

According to Table 4.27, place respondents buy silver jewelry can be shown by age group as following:

Age between 21-30 years old; mostly make their purchase online, which is 46.9%.

Age between 31-40 years old; mostly make their purchase online, which is 36.7%

Age between 41-50 years old; mostly make their purchase online, which is 100%.

Age between 50 + years old mostly make their purchase online, which is 100%.

Table 4.28 Shows an association between age and frequency respondents buy silver jewelry

Crosstab							Total	Pearson Chi- Square P = .512
Age		How often do you buy silver jewelry per year?						
		Less than 3 times per year	3-5 times per year	6-8 times per year	9 times and above per year			
21-30 years old	Count	45	12	4	3	64		
	% within Age	70.3%	18.8%	6.3%	4.7%	100.0%		
31-40 years old	Count	37	5	5	2	49		
	% within Age	75.5%	10.2%	10.2%	4.1%	100.0%		
41-50 years old	Count	2	0	0	0	2		
	% within Age	100.0%	0.0%	0.0%	0.0%	100.0%		
50 years old +	Count	0	1	0	0	1		
	% within Age	0.0%	100.0%	0.0%	0.0%	100.0%		
Total	Count	84	18	9	5	116		
	% within Age	72.4%	15.5%	7.8%	4.3%	100.0%		

According to Table 4.28, frequency respondents buy silver jewelry can be shown by age group as following:

Age between 21-30 years old; mostly make their purchase less than 3 times per year, which is 70.3%.

Age between 31-40 years old; mostly make their purchase less than 3 times per year, which is 75.5%

Age between 41-50 years old; mostly make their purchase less than 3 times per year which is 100%.

Age between 50 + years old mostly make their purchase 3-5 times per year, which is 100%.

Table 4.29 Shows an association between age and value amount respondents spend to buy silver jewelry

Age		Crosstab					Pearson Chi- Square P = .998
		How much do you normally spend in buying silver jewelry?					
		Less than 3,000 Baht per buy	3,000- 5,000 Baht per buy	5,001- 10,000 Baht per buy	10,001- 15,000 Baht per buy	15,001 Baht per buy	
21-0 years old	Count	36	11	8	3	6	
	% within Age	56.3%	17.2%	12.5%	4.7%	9.4%	
31-40 years old	Count	27	10	6	2	4	
	% within Age	55.1%	20.4%	12.2%	4.1%	8.2%	
41-50 years old	Count	2	0	0	0	0	
	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	
50 years old +	Count	1	0	0	0	0	
	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	
Total	Count	66	21	14	5	10	
	% within Age	56.9%	18.1%	12.1%	4.3%	8.6%	

According to Table 4.29, value amount respondents spend to buy silver jewelry can be shown by age group as following:

Age between 21 – 30 years old; mostly make their purchase less than 3,000 Baht per buy, which is 56.3%.

Age between 31-40 years old; mostly make their purchase less than 3,000 Baht per buy, which is 55.1%

Age between 41-50 years old; mostly make their purchase less than 3,000 Baht per buy, which is 100%.

Age between 50 + years old mostly make their purchase less than 3,000 Baht per buy, which is 100%.

Table 4.30 Shows an association between age and source where respondents get their news and information about silver jewelry from

Age		Where do you get news and information about gems and silver jewelry?					
		Product Catalog	Television	Magazine	Billboard	Internet/Website	
21-30 years old	Count	5	1	4	0	31	Pearson Chi-Square P = .103
	% within Age	7.8%	1.6%	6.3%	0.0%	48.4%	
31-40 years old	Count	7	0	2	1	15	
	% within Age	14.3%	0.0%	4.1%	2.0%	30.6%	
41-50 years old	Count	0	0	1	0	0	
	% within Age	0.0%	0.0%	50.0%	0.0%	0.0%	
50 years old +	Count	1	0	0	0	0	
	% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	
Total	Count	13	1	7	1	46	
	% within Age	11.2%	0.9%	6.0%	0.9%	39.7%	

According to Table 4.30, source where respondents get their news and information about silver jewelry from can be shown by age group as following:

Age between 21-30 years old; mostly get their news and information about silver jewelry from Internet and Website, which is 48.4%.

Age between 31-40 years old; mostly get their news and information about silver jewelry from Internet and Website, which is 30.6%

Age between 41-50 years old; mostly get their news and information about silver jewelry from magazine, which is 100%.

Age between 50 + years old; mostly get their news and information about silver jewelry from Product Catalog, which is 100%.

Table 4.31 Shows an association between monthly income and types of silver jewelry respondents mostly buy

Crosstab							
Monthly Income		Types of silver jewelry you mostly buy.					
		Ring	Earring	Necklace	Bracelet	Bangle	
Below or equivalent to 9,000 Baht	Count	0	0	0	1	0	Pearson Chi-Square P = .084
	% within Monthly Income	0.0%	0.0%	0.0%	100.0%	0.0%	
9,001-15,000 Baht	Count	6	0	1	1	1	
	% within Monthly Income	66.7%	0.0%	11.1%	11.1%	11.1%	
15,001-20,000 Baht	Count	2	3	0	1	0	
	% within Monthly Income	33.3%	50.0%	0.0%	16.7%	0.0%	
20,001-25,000 Baht	Count	2	9	4	2	0	
	% within Monthly Income	11.8%	52.9%	23.5%	11.8%	0.0%	
From 30,001 Baht and above	Count	37	25	7	12	2	
	% within Monthly Income	44.6%	30.1%	8.4%	14.5%	2.4%	
Total	Count	47	37	12	17	3	
	% within Monthly Income	40.5%	31.9%	10.3%	14.7%	2.6%	

According to Table 4.31, types of silver jewelry respondents mostly buy can be shown by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht, mostly prefer to buy bracelet, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly prefer to buy ring, which is 66.7%.

Monthly Income Level 15, 001-20,000 Baht mostly prefer to buy ring, which is 33.3%.

Monthly Income Level 20,001-25,000 Baht mostly prefer to buy earring, which is 52.9%.

Monthly Income Level from 30, 001 Baht and above mostly prefer to buy ring, which is 44.6%.

Table 4.32 Shows an association between monthly income and factors made respondents mostly prioritize

Crosstab						
Monthly Income		Factors made you mostly prioritize.			Total	Pearson Chi- Square P = .466
		Quality	Design	Price		
Below or equivalent to 9,000 Baht	Count	0	1	0	1	
	% within Monthly Income	0.0%	100.0%	0.0%	100.0%	
9,001-15,000 Baht	Count	2	7	0	9	
	% within Monthly Income	22.2%	77.8%	0.0%	100.0%	
15,001-20,000 Baht	Count	1	4	1	6	
	% within Monthly Income	16.7%	66.7%	16.7%	100.0%	
20,001-25,000 Baht	Count	8	9	0	17	
	% within Monthly Income	47.1%	52.9%	0.0%	100.0%	
From 30,001 Baht and above	Count	20	53	10	83	
	% within Monthly Income	24.1%	63.9%	12.0%	100.0%	
Total	Count	31	74	11	116	
	% within Monthly Income	26.7%	63.8%	9.5%	100.0%	

According to Table 4.32, factors made respondents mostly prioritize can be shown by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht, mostly prioritize on design, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly prioritize on design, which is 77.8%.

Monthly Income Level 15, 001-20,000 Baht mostly prioritize on design, which is 66.7%.

Monthly Income Level 20,001-25,000 Baht mostly prioritize on design, which is 52.9%.

Monthly Income Level from 30,001 Baht and above mostly prioritize on design, which is 63.9%.

Table 4.33 Shows an association between monthly income and reason to buy silver jewelry

Monthly Income		Reasons make you mostly buy silver jewelry.				
		Personal Use	Souvenirs	as a gift for others	Personal Collection	
Below or equivalent to 9,000 Baht	Count	1	0	0	0	Pearson Chi-Square P = .706
	% within Monthly Income	100.0%	0.0%	0.0%	0.0%	
9,001-15,000 Baht	Count	6	2	1	0	
	% within Monthly Income	66.7%	22.2%	11.1%	0.0%	
15,001-20,000 Baht	Count	5	0	1	0	
	% within Monthly Income	83.3%	0.0%	16.7%	0.0%	
20,001-25,000 Baht	Count	14	0	3	0	
	% within Monthly Income	82.4%	0.0%	17.6%	0.0%	
From 30,001 Baht and above	Count	56	4	22	1	
	% within Monthly Income	67.5%	4.8%	26.5%	1.2%	
Total	Count	82	6	27	1	
	% within Monthly Income	70.7%	5.2%	23.3%	0.9%	

According to Table 4.33, reason to buy silver jewelry can be shown by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht mostly for personal use, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly for personal use, which is 66.7%.

Monthly Income Level 15,001-20,000 Baht mostly for personal use, which is 83.3%.

Monthly Income Level 20,001-25,000 Baht mostly for personal use, which is 82.4%.

Monthly Income Level from 30,001 Baht and above mostly for personal use, which is 67.5%.

Table 4.34 Shows an association between monthly income level and most influential person towards silver jewelry buying decision

Monthly Income		Most influence person towards your silver jewelry buying decision.					
		Self-decision	Parents	Siblings	Friends	Husband/Wife	
Below or equivalent to 9,000 Baht	Count % within Monthly Income	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	Pearson Chi-Square P = .983
9,001-15,000 Baht	Count % within Monthly Income	6 66.7%	1 11.1%	0 0.0%	0 0.0%	0 0.0%	
15,001-20,000 Baht	Count % within Monthly Income	5 83.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	
20,001-25,000 Baht	Count % within Monthly Income	15 88.2%	0 0.0%	0 0.0%	1 5.9%	1 5.9%	
From 30,001 Baht and above	Count % within Monthly Income	56 67.5%	5 6.0%	1 1.2%	3 3.6%	2 2.4%	
Total	Count % within Monthly Income	83 71.6%	6 5.2%	1 0.9%	4 3.4%	3 2.6%	

According to Table 4.34, most influential person towards silver jewelry buying decision by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht mostly make their own decision to buy, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly make their own decision to buy, which is 66.7%.

Monthly Income Level 15, 001-20,000 Baht mostly make their own decision to buy, which is 83.3%.

Monthly Income Level 20,001-25,000 Baht mostly make their own decision to buy, which is 88.2%.

Monthly Income Level from 30,001 Baht and above mostly make their own decision to buy, which is 67.5%.

Table 4.35 Shows an association between monthly income level and place of purchase

Monthly Income		Crosstab			
		Where do you normally buy your silver jewelry?			
		Department store	Weekend market (I.E. Jatuchak Market)	Street side store	Online
Below or equivalent to 9,000 Baht	Count % within Monthly Income	0 0.0%	0 0.0%	1 100.0%	0 0.0%
9,001-15,000 Baht	Count % within Monthly Income	1 11.1%	3 33.3%	1 11.1%	3 33.3%
15,001-20,000 Baht	Count % within Monthly Income	2 33.3%	1 16.7%	0 0.0%	3 50.0%
20,001-25,000 Baht	Count % within Monthly Income	3 17.6%	1 5.9%	2 11.8%	11 64.7%
From 30,001 Baht and above	Count % within Monthly Income	26 31.3%	17 20.5%	4 4.8%	34 41.0%
Total	Count % within Monthly Income	32 27.6%	22 19.0%	8 6.9%	51 44.0%

According to Table 4.35, place of purchase towards silver jewelry buying decision by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht mostly purchase on street side store, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly purchase at weekend market, i.e., Jatuchak Market and online, which are 33.3% and 33%.

Monthly Income Level 15,001-20,000 Baht mostly purchase online, which is 50.0%.

Monthly Income Level 20,001-25,000 Baht mostly purchase online, which is 64.7%.

Monthly Income Level from 30,001 Baht and above mostly purchase online, which is 41.0%.

Table 4.36 Shows an association between monthly income level and frequency respondents buy silver jewelry per year

Crosstab					
Monthly Income		How often do you buy silver jewelry per year?			
		Less than 3 times per year	3-5 times per year	6-8 times per year	9 times and above per year
Below or equivalent to 9,000 Baht	Count	1	0	0	0
	% within Monthly Income	100.0%	0.0%	0.0%	0.0%
9,001-15,000 Baht	Count	8	0	1	0
	% within Monthly Income	88.9%	0.0%	11.1%	0.0%
15,001-20,000 Baht	Count	2	3	1	0
	% within Monthly Income	33.3%	50.0%	16.7%	0.0%
20,001-25,000 Baht	Count	9	7	0	1
	% within Monthly Income	52.9%	41.2%	0.0%	5.9%
From 30,001 Baht and above	Count	64	8	7	4
	% within Monthly Income	77.1%	9.6%	8.4%	4.8%
Total	Count	84	18	9	5
	% within Monthly Income	72.4%	15.5%	7.8%	4.3%

According to Table 4.36, frequency respondents silver jewelry buying decision by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht mostly purchases less than 3 times per year, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly purchase less than 3 times per year, which is 88.9%

Monthly Income Level 15,001-20,000 Baht mostly purchase 3-5 times per year, which is 50.0%.

Monthly Income Level 20,001-25,000 Baht mostly purchase less than 3 times per year, which is 52.9%.

Monthly Income Level from 30,001 Baht and above mostly purchase less than 3 times per year, which is 77.1%.

Table 4.37 Shows an association between monthly income level and amount spend on silver jewelry per buy

Monthly Income		Crosstab				Pearson Chi- Square P = .881
		How much do you normally spend in buying silver jewelry?				
		Less than 3,000 Baht per buy	3,000- 5,000 Baht per buy	5,001- 10,000 Baht per buy	10,001- 15,000 Baht per buy	
Below or equivalent to 9,000 Baht	Count	1	0	0	0	
	% within Monthly Income	100.0%	0.0%	0.0%	0.0%	
9,001-15,000 Baht	Count	6	1	1	1	
	% within Monthly Income	66.7%	11.1%	11.1%	11.1%	
15,001- 20,000 Baht	Count	4	2	0	0	
	% within Monthly Income	66.7%	33.3%	0.0%	0.0%	
20,001- 25,000 Baht	Count	12	1	3	0	
	% within Monthly Income	70.6%	5.9%	17.6%	0.0%	
From 30,001 Baht and above	Count	43	17	10	4	
	% within Monthly Income	51.8%	20.5%	12.0%	4.8%	
Total	Count	66	21	14	5	
	% within Monthly Income	56.9%	18.1%	12.1%	4.3%	

According to Table 4.37, amount spends per buy by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht mostly purchases less than 3,000 Baht per buy, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly purchase less than 3,000 Baht per buy which is 66.7%

Monthly Income Level 15, 001-20,000 Baht mostly purchase less than 3,000 Baht per buy, which is 66.7%.

Monthly Income Level 20,001-25,000 Baht mostly purchase less than 3,000 Baht per buy, which is 70.6%.

Monthly Income Level from 30,001 Baht and above mostly purchase less than 3,000 Baht per buy, which is 51.8%.

Table 4.38 Shows an association between monthly income and source where respondents get news and information about silver jewelry from

Crosstab					
Monthly Income		Where do you get news and information about gems and silver jewelry?			
		Internet/Website	Silver Jewelry Store	Gems and Jewelry Fair	
Below or equivalent to 9,000 Baht	Count	1	0	0	1
	% within Monthly Income	100.0%	0.0%	0.0%	100.0%
9,001-15,000 Baht	Count	4	3	1	9
	% within Monthly Income	44.4%	33.3%	11.1%	100.0%
15,001-20,000 Baht	Count	4	0	0	6
	% within Monthly Income	66.7%	0.0%	0.0%	100.0%
20,001-25,000 Baht	Count	8	5	1	17
	% within Monthly Income	47.1%	29.4%	5.9%	100.0%
From 30,001 Baht and above	Count	29	34	4	83
	% within Monthly Income	34.9%	41.0%	4.8%	100.0%
Total	Count	46	42	6	116
	% within Monthly Income	39.7%	36.2%	5.2%	100.0%

According to Table 4.38, source where respondents get news and information about silver jewelry from by monthly income level as following:

Monthly Income Level below or equivalent to 9,000 Baht mostly gets news and information about silver jewelry from internet and website, which is 100%.

Monthly Income Level 9,001-15,000 Baht mostly gets news and information about silver jewelry from internet and website, which is 66.7%

Monthly Income Level 15,001-20,000 Baht mostly gets news and information about silver jewelry from internet and website, which is 66.7%.

Monthly Income Level 20,001-25,000 Baht mostly gets news and information about silver jewelry from internet and website, which is 47.1%.

Monthly Income Level from 30,001 Baht and above gets news and information about silver jewelry from internet and website, which is 39.7%.

4.4 Multiple Regression Analysis of Silver Jewelry Buying Decision of Thai Consumer In Silom Area, Bangkok

Table 4.39 Shows ANOVA result from running multiple linear regressions

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.089	4	.272	.387	.817 ^b
	Residual	78.061	111	.703		
	Total	79.150	115			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Promotion, Product, Price, Place

As using the proposed marketing mix factors as predictors (Independent variables) and silver jewelry buying decision as dependent variables, Table 4.39 shows the ANOVA result which demonstrated the significant level of those marketing mix factors at 0.00 as any values less than 0.05 are typically considered significant. Consequently, the results imply that marketing mix factors such as product, price, place, promotion are rejected, as the result in the ANOVA table is 0.817, which is more than 0.05 and not related to the silver jewelry buying decision of Thai consumer in Silom area, Bangkok.

Table 4.40 Model Summary from running multiple linear regressions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.117 ^a	.014	-.022	.839

a. Predictors: (Constant), Promotion, Product, Price, Place

As Adjusted R square's value was -0.022, the result indicates that the dependent variables (silver jewelry buying decision of Thai consumers in Silom area) cannot be

explained by the independent variables (marketing mix factors; product, price, place, promotion) at -2.2 percent. Having negative adjusted R square can be interpreted as being zero meaning there is no relationship between independent variables (marketing mix factors; product, price, place, promotion) and dependent variables (silver jewelry buying decision of Thai consumers in Silom area).

Table 4.41 Coefficient Number from running multiple regressions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.619	.567		2.857	.005
	Product	.118	.158	.083	.747	.457
	Price	-.054	.140	-.049	-.388	.699
	Place	-.128	.162	-.109	-.788	.432
	Promotion	.123	.124	.128	.993	.323

a. Dependent Variable: Buying Decision

Refer to table 4.41, 4 independent variables are found to have no relationship towards dependent variables since those independents variables have the level of significant more than 0.05. Further, the result illustrated that the relationship between independent variables (marketing mix factors; product, price, place, promotion) and dependent variables (silver jewelry buying decision) cannot be used to make predictions.

4.5 Discussion

The result of this paper has been different from others; since all 4 proposed factors (marketing mix factors; product, price, place, and promotion) have no relationship towards silver jewelry buying decision of Thai consumers in Silom area. Since this research paper focuses on silver jewelry and the buying decision of Thai consumers in Silom area; most respondents which this paper has collected were female. Women in Silom area are mostly well educated with white collar career path. They are likely to buy jewelry as their rewards of achievement and to portray their self-esteem. (Britton,

2012) Women tend to use jewelry and cosmetics to manipulate their appearance. This is because women pay high attention to things that will positively boost their self-esteem. Since, this is relating to the self-esteem, therefore, marketing mix factors (product, price, place and promotion) may not be the most influential factors, but expected to be more of psychology (self-esteem, habits and beliefs) for Thai consumers in Silom area. Therefore, the results come out as below.

1. Product (Sig = 0.457)

Product is the first shown on Table 4.41, which significant level is more than 0.05. Therefore, it should not be considered as an influential factor towards silver jewelry buying decision of Thai consumer in Silom area, Bangkok. Since all respondents were from only in Silom area, most of them are young white collar office people. They tend not to care of the product that much. They prefer things that will positively give them a good self-esteem and fits well with their lifestyles.

2. Price (Sig = 0.699)

Price is shown in Table 4.41, which significant level is more than 0.05. Therefore, it should not be considered as an influential factor towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. Since all respondents were from only in Silom area, respondents tend not to worry about the price so much as they are able to afford things as a reward for their achievement.

3. Place (Sig = 0.432)

Place is shown in Table 4.41, which significant level is more than 0.05. Therefore, it should not be considered as an influential factor towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. Since all respondents were from only in Silom area, they see that they can buy products anywhere at anytime, because everything these days seem to be convenience for them.

4. Promotion (Sig = 0.323)

Promotion is shown in Table 4.41, which significant level is more than 0.05. Therefore, it should not be considered as an influential factor towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. Since all respondents were from only in Silom area, they do want to wait for, such as sales season, they see that they can afford the product at anytime of the year.

CHAPTER V

CONCLUSION AND LIMITATION

This research paper studies factors which are influencing silver jewelry buying decision of Thai consumers in Silom area, Bangkok. The research objectives are 1) To study an influencing personal factors such as age, gender, education, occupation, income level, and marital status, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. 2) To study the marketing mix strategy such as price, product, place, people, promotion, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok. 3) To study the relationship between characteristics factor and silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

The sample populations are those who work in Silom area. The sample size was 200 respondents, however, only 116 respondents were usable. There is a 90% confident level; and the standard error is 0.10. An online questionnaire was distributed. Questionnaire has 3 parts. Part 1 comprises 6 questions of information of participants. Part 2 comprises 8 questions of silver jewelry buying behavior of participants. Part 3 comprises 26 questions of information on marketing mix factors in silver jewelry buying decision.

This research survey is a quantitative, which is divided into 2 parts. First is the descriptive statistics, which to find the frequency, percentage, mean, and standard deviation to explain all relating factors. Second is the statistical hypothesis, which to find the Chi- square, t-Test and One- way Anova, using a computer program, SPSS (Statistical Package for the Social Science for Windows) to do statistical analysis.

Along the processes of factor analysis and multiple linear regression, 4 factors, which are product, price, place and promotion, were found not to have the relevances. Consequently, to answer the research question, which attempts to find the most influential factors effecting silver jewelry buying decision of Thai consumer in Silom area, Bangkok, the research manage to prioritise the factors according to their significance level in the coefficient table 4.41:

1. Product (Sig = 0.457)
2. Price (Sig = 0.699)
3. Place (Sig = 0.432)
4. Promotion (Sig = 0.323)

Part 1 Analysis result on influencing personal factors such as age, gender, education, occupation, income level, and marital status of the respondents.

1. Most respondents are female
2. Age: 21- 30 years old
3. Status: Single
4. Education Level: Higher than Bachelor degree
5. Occupation: Employee of private sector
6. Monthly Income: From 30, 001 Baht and above

Part 2 Analysis result on the marketing mix strategy such as price, product, place, promotion, towards silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

1. Most respondents prefer to buy ring.
2. Most respondents prioritise on design.
3. Most respondents buy silver jewelry for personal use purpose.
4. Most respondents make their own decision to purchase.
5. Most respondents prefer to buy silver jewelry online.
6. Most respondents buy silver jewelry less than 3 times per year.
7. Most respondents spend less than 3,000 Baht per buy on silver jewelry
8. Respondants get news and information about silver jewelry by internet/

website.

Part 3 Analysis result on the relationship between personal factors such as gender, age, monthly income level and silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

1. Gender
 - Male prefers to buy ring.
 - Female prefers to buy earring.
 - Male and Female prioritise on design
 - Male and female buy silver jewelry for personal use purpose.

- Male and female make their own decision for buying.
- Male and female buy silver jewelry online.
- Male and female buy silver jewelry less than 3 times per year.
- Male and female spend less than 3,000 Baht per buy.
- Male and female get news and information about silver jewelry from internet/ website.

2. Age

- Mostly prefer to buy ring.
- Mostly prioritise on design.
- Mostly buy silver jewelry for personal use.
- Mostly make their self decision to buy silver jewelry.
- Mostly buy silver jewelry online.
- Mostly buy silver jewelry less than 3 times per year.
- Mostly spend less than 3,000 Baht per buy on silver jewelry.
- Mostly get news and information from internet/ website.

3. Monthly income level

- Mostly prefer to buy ring.
- Mostly prioritise on design.
- Mostly buy silver jewelry for personal use.
- Mostly make their self decision to buy silver jewelry.
- Mostly buy silver jewelry online.
- Mostly buy silver jewelry less than 3 times per year.
- Mostly spend less than 3,000 Baht per buy on silver jewelry.
- Mostly get news and information from internet/ website.

Part 4 Analysis result on the marketing mix factors in silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

1. Products is in the high level with average of 3.88. This finds that good quality has an average of 4.08.

2. Price is in the high level with average of 3.88. This finds that good value for money has an average of 4.00.

3. Place is in the average level with average of 3.45. This finds reliable store and good reputation has an average of 3.87.

4. Promotion is in the high level with average of 3.77. This finds that product warranty has an average of 4.15.

5.1 Results

According to the studies, there are points to discuss as following:

Respondants point out that a good design silver jewelry is the most important marketing mix factor which influence silver jewelry buying decision of Thai consumers in Silom area, Bangkok. In term of price, respondants point that good value for money is the most important marketing mix factors. In term of place or distribution, reliable store and good reputation is better to make decision. Promotion is important in term of product warranty.

5.2 Suggestion

This studies found that most respondants make their silver jewelry buying decision base on the design. Most prefer to buy ring for personal use purpose. They buy silver jewelry less than 3 times per year, with amount spending less than 3,000 Baht per buy. Most prefer to buy silver jewelry via an online as well as receiving news and information about silver jewelry.

Therefore, researcher would like to suggest business owner to pay attention on product's design in order to match with customer's demand, and also emphasis on ring. There should be new products every 3 months with affordable price. Business owner should start their website or consider an online channel as a distribution medium. This is because most respondants prefer to buy silver jewelry online. Business owner should promote and advertise of their store via an online channel. This will hopefully increase the sales volume.

5.3 Limitation of the Study

1. Some respondents did not want to reveal their general informations.
2. Limitation of time

5.4 Suggestion for Future Study

Most respondents prefer to buy silver jewelry online, this may be because of the sample group was from only Silom area, Bangkok. Therefore, other location is to be considered as well.



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Appendix A: Questionnaire

This questionnaire studies about factors, which influence silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

These data will be use as the input for studies the factors, which influence silver jewelry buying decision of Thai consumers in Silom area, Bangkok.

This questionnaire contains in 3 parts as below:

Part1: General information of participants.

Part2: Information on silver jewelry buying behavior of participants.

Part3: Information on marketing mix factors in silver jewelry buying decision.

Part 1 General Information of participants.

Instruction: Please check ✓ in of your answer.

1. Gender

- Male Female

2. Age

- Below or equivalent to 20 years old
 21-30 years old
 31-40 years old
 41-50 years old
 50 years old +

3. Marital Status

- Single Married Divorced/ Widowed

4. Education Level

- Pratomsuksa
- Mathayomsuksa
- Higher education (Lower than Bachelor degree but higher than Mathayomsulsa)
- Bachelor Degree
- Higher than Bachelor degree

5. Occupation

- Students
- Employee of State Enterprise
- Public Servant
- Employee of Private Sector
- Self Employ/ Business Owner
- Others, Please specify _____

6. Monthly Income

- Below or equivalent to 9,000 Baht
- 9,001-15,000 Baht
- 15,001-20,000 Baht
- 20,001-25,000 Baht
- From 30,001 Baht and above

Part 2 Information on silver jewelry buying behavior of participants.

Instruction: Please check ✓ in of your answer.

7. Types of silver jewelry you mostly buy.

- Ring Earring Pendant
 Necklace Bracelet Bangle

8. Factors made you mostly prioritize.

- Quality Design After Sales Services
 Price In- store Sales Person Service

9. Reasons make you mostly buy silver jewelry.

- Personal Use Souvenirs
 as a gift for others Personal Collection

10. Most influence person towards your silver jewelry buying decision.

- Self decision Parents Siblings
 Friends Husband/ Wife Boyfriend/ Girlfriend
 Son/ Daughter

11. Where do you normally buy your silver jewelry?

- Department store Weekend market (I.E. Jatuchak Market)
 Street side store Online Jewelry Store
 Gems and Jewelry Exhibition/ Fair

12. How often do you buy silver jewelry per year?

- Less than 3 times per year 3- 5 times per year
 6- 8 times per year 9 times and above per year

13. How much do you normally spend in buying silver jewelry?

- Less than 3,000 Baht per buy
- 3,000-5,000 Baht per buy
- 5,001-10,000 Baht per buy
- 10,001-15,000 Baht per buy
- 15,001 Baht per buy

14. Where do you get news and information about gems and silver jewelry?

- Product Catalog
- Television
- Magazine
- Billboard
- Internet/ Website
- Silver Jewelry Store
- Gems and Jewelry Fair



Part 3 Information on marketing mix factors in silver jewelry buying decision.

Instruction: Please check ✓ in of your answer (Strongly Agree = 5, Agree = 4, Fair = 3, Disagree = 2, Strongly Disagree = 1)

Marketing Mix Factors in Silver Jewelry Buying Decision	Level of Satisfaction towards buying decision				
	5	4	3	2	1
Product					
15. Silver jewelry has a unique characteristics					
16. Silver jewelry has its own value					
17. Silver jewelry has variety of design					
18. Silver jewelry is fashionable					
19. Silver jewelry has a good quality					
20. Silver jewelry can be customised					
21. Clear 925 stamp for product standard					
Price					
22. Good value for money					
23. Price is negotiable					
24. Price is clearly shown					
Place or Distribution					
25. Reliable store and good reputation					
26. Purchase Convenience					
27. Nicely decorative Store makes it easier to purchase					
28. In-store atmosphere					
29. Products can be purchased via on-line channel					
30. Home delivery is available					
Promotion					
31. Products catalog is available					
32. Advertisements on traditional medias					
33. Advertisements on website and social medias					
34. Varieties of sale promotion					
35. Seasonal Sales Discount					
36. Discount Voucher for next purchase					
37. Informative Staff					
38. After sales service available					

Marketing Mix Factors in Silver Jewelry Buying Decision	Level of Satisfaction towards buying decision				
	5	4	3	2	1
39. Product warranty					
40. Exchange and refundable					

